

PATENT ABSTRACTS OF JAPAN

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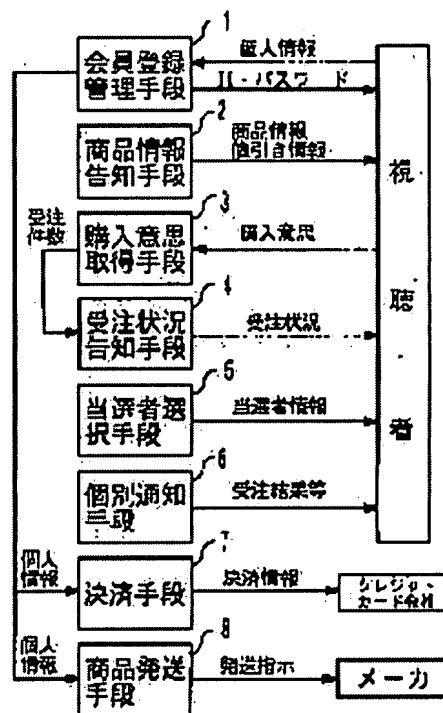
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(54) SALES SYSTEM UTILIZING BROADCASTING SERVICE

(57)Abstract:

PROBLEM TO BE SOLVED: To make a sales system possible to continuously attract viewer's attention to a program in TV shopping even after purchase of commodities, avoid the loss of a seller due to too much discount and keep orders constant.

SOLUTION: In this sales system utilizing broadcasting service, a commodity information notifying means 2 notifies viewers of the target number of orders to be placed, discountable depending on the number of orders, a purchasing intention acquiring means 3 receives orders, and an order status notifying means 4 notifies the viewers of the present number of the placed orders, thereby, amusements are given to the viewers, and the desires of the viewers to purchase are promoted.



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DETAILED DESCRIPTION

[Detailed Description of the Invention]

[0001]

[Field of the Invention] This invention relates to the selling system using broadcast.

[0002]

[Description of the Prior Art] Conventionally, in the so-called TV shopping program, a vender notifies of goods information by broadcast. A viewer considers purchase for the goods information concerned to reference, and transmits a purchase intention by the telephone, facsimile, mail, etc. A viewer pays in with means, such as a credit card transaction, transfer, account pulling down, and cash mailing, and dealing completes him by dispatch of the goods from a vender to a viewer, and receipt of goods.

[0003]

[Problem(s) to be Solved by the Invention] However, in such a selling system, since the order-received number of cases will not be released even if it notifies cutting a price if there is the order-received number of cases more than a certain fixed numbers in order that a vender may raise a viewer's attractiveness to consumers, it is unknown whether discount is actually made by the viewer and it is meaningless. Moreover, enjoyment is missing for one-way nature called broadcast, and since the viewer who finished the order does not need to view and listen to the TV shopping program concerned, audience rating maintenance serves as a technical problem for a broadcast entrepreneur. Moreover, for a vender or a manufacturer, reduction of the human and pocketbook cost at the time of an order order received and little sale of a risk serve as a technical problem.

[0004] The purpose of this invention is notifying of the current order-received number of cases at the same time it notifies of the discount conditions by the order-received number of cases in a TV shopping program, raises a viewer's attractiveness to consumers and is to provide a viewer with enjoyableness or play nature with presence. Moreover, it is in it being more cheap to a viewer, or providing him with possibility that goods can be purchased, for nothing, and providing a broadcast entrepreneur with a high program at an audience rating. Furthermore, since a vender can secure the fixed order-received number of cases, he can offer goods at a cheaper price and can also avoid risks, such as remainders.

[0005]

[Means for Solving the Problem] A means to be a selling system using broadcast and to notify of goods information from a vender to a viewer wholeheartedly in this invention as a result of examination, A means to notify of the price according to the order-received number of cases of said goods, and a means to notify of the order-received situation of said goods, A means to receive member registration from said viewer and to manage, and a means to acquire the purchase intention of said goods from said member, The successful candidate was chosen from the purchase determinant, the applicable judge was announced, and the selling system using broadcast including a means to give an applicable judge a privilege, a means to settle the price of said goods, and a means to perform dispatch of said goods was adopted.

[0006] Therefore, it can view and listen to a TV shopping program (henceforth a program), and, as for a viewer, after goods purchase can enjoy a program to the last in the selling system using broadcast of this

invention. Moreover, a vender can prevent loss by superfluous discount. An audience rating is maintainable in a broadcast entrepreneur till program termination.

[0007]

[Embodiment of the Invention] Hereafter, this invention is explained to a detail based on a drawing. Drawing 1 shows the example of 1 configuration of the selling system of this invention. drawing 1 -- setting -- 1 -- a member registration management tool and 2 -- for an order-received situation notice means and 5, as for an individual notice means and 7, a successful candidate selection means and 6 are [a goods information notice means and 3 / a purchase intention acquisition means and 4 / a payment system and 8] goods dispatch means.

[0008] The member registration management tool 1 is a means to receive member registration and to manage member information, in order to use the selling system beforehand applied to this invention. An applicant for membership connects with the website of the Internet which a vender establishes, and inputs own individual humanity news (a name, the address, the telephone number, the address of an electronic mail, credit card number, etc.). The member registration management tool 1 transmits ID and a password to the applicant for membership concerned at the same time it acquires and manages the individual humanity news concerned. The communication link using encoding technology, such as a server corresponding to SSL (Secure Sockets Layer), is suitable. In addition, always receiving is desirable even if reception of member registration is not among a program.

[0009] The goods information notice means 2 is a means by which a vender notifies a viewer of goods information and urges the purchase of the goods concerned into a program. The notice approach should just be an approach to which many viewers can view and listen to coincidence. For example, the broadcast not only the conventional television broadcasting but on cable television and the streaming broadcast by the Internet are sufficient. Therefore, the notice to the cellular phone which has an Internet connectivity function is also possible. Of course, free broadcast or charged broadcast is also available.

[0010] Goods information is the prices of goods, concrete explanation of goods, order registration time amount, the order reception approach, terms of delivery, a delivery stage, etc., and it becomes the reference works at the time of a viewer considering goods purchase. Furthermore, it is notified also of discount information by the goods information notice means 2. Discount information is a purport which cuts a price, when an fixed number of orders received are attained. For example, when an order received of 500 desired value is attained by the goods whose selling price is 10000 yen, the purport which cuts a price to 5000 yen in the goods concerned is said. Moreover, when desired value is attained, it is also possible to notify of the purport which becomes no charge by the lottery.

[0011] The purchase intention acquisition means 3 is a means to acquire the intention of the goods purchase from a viewer. A viewer judges whether the above-mentioned goods information is seen and purchased. If there is a purchase intention, a viewer will transmit the intention to the purchase intention acquisition means 3 according to the above-mentioned order registration time amount and the order reception approach. counting of the order-received number of cases later mentioned although a telephone and facsimile with old instancy nature are sufficient as the transfer approach -- the approach of connecting to the Internet and performing with a homepage top or an electronic mail is desirable because of processing. That is, a viewer conveys delivery and a purchase intention for an electronic mail to the address which accesses the homepage of the Internet which a vender specifies or a vender specifies. However, although above-mentioned ID and an above-mentioned password are needed on the occasion of transfer of a purchase intention, into a program, member registration is possible and a purchase intention can be immediately transmitted after member registration also by the non-member.

[0012] In addition, a personal computer or a personal digital assistant is sufficient as the connection with the Internet from a viewer, and a cellular phone and PHS (both cellular phone and PHS are hereafter called cellular phone etc.) connectable with the Internet are also available for it. There are a service name "an I mode", a service name "EZweb", etc. in the approach of accessing the Internet with a cellular phone etc. Subscriber line telephone (for example, trade name "L mode") connectable with the so-called TV with Internet functions and the so-called Internet may be used.

[0013] The purchase intention acquisition means 3 carries out counting of the order received from a

viewer, and transmits these enumerated data to the order-received situation notice means 4. The order-received situation notice means 4 notifies a viewer of a goods order-received situation in the real time mostly. As an approach of displaying a goods order-received situation, it is possible that the approach of dividing and displaying the approach and screen on which a telop is made to superimpose on a screen etc. displays on the cellular phone etc. and subscriber line telephone connectable with an approach or the above-mentioned Internet which are displayed on another browser screen in broadcast by the Internet etc. with television broadcasting. Drawing 2 is the example of the screen which shows the goods order-received situation in television broadcasting, and goods order-received situation 10a has notified of a trade name, desired value, and the present order-received number of cases among drawing. Or in order to appeal against a goods order-received situation visually, a bar graph display may be performed like goods order-received situation 11a of drawing 3. Of course, a pie chart etc. may be used instead of a bar graph.

[0014] The viewer who wished to purchase memorizes an agitation to possibility that possibility that goods will be discounted, and a lottery will make no charge increasing, and experiences a kind of game feeling as the order-received number of cases approaches desired value. While the viewer who has not received an order also senses the presence of a program, attractiveness to consumers is activated. The effectiveness that the order-received number of cases increases as a result is expectable.

[0015] Of course, the goods to sell may be plurality, one by one, in a program, notify a viewer of goods information or discount information, and should just receive an order received from a viewer. Moreover, when the order-received number of cases reaches desired value at an early stage, the approach of notifying of the discount information which hung up the number of targets further with the goods information notice means 2 is also possible, and increase of sales quantity is expected.

[0016] Although order reception by the purchase intention acquisition means 3 is usually in program broadcasting hours, it may be extended after program termination. What is necessary is just to notify with the goods information notice means 2 clearly in advance. In any case, if order registration is completed, it will become clear whether the order-received number of cases reached desired value immediately. That, it is notified during broadcast or after broadcast. If it is a regular assortment, after program termination will receive an order, and in a next program, if it notifies of whether desired value was reached, it will contribute also to audience rating maintenance.

[0017] When the order-received number of cases reaches desired value, while that broadcasts, it is notified after broadcast. The notice under broadcast is performed by the goods information notice means 2. The notice after broadcast is performed by the individual notice means 6. Although the individual notice means 6 can consider facsimile, a telephone, a website, an electronic mail, etc., a website and an electronic mail are suitable for it.

[0018] Also when the order-received number of cases does not reach desired value, it is notified of that by the same approach. In this case, whether it sells at a price of the beginning or sale is stopped pose a problem. As for which is performed, it is desirable to notify with the goods information notice means 2 with goods information in advance. Or it is also possible to entrust a viewer's intention at the time of an order received. That is, it is desirable to ask a viewer about whether ask [or] it whether it purchases, even when the number of targets is not reached at the time of order reception to a viewer, and it purchases with the individual notice means 6. If it does in this way, the situation where goods cannot be sold at all is avoidable.

[0019] Thus, also after a viewer places an order, he can experience game feeling and can enjoy a program. Furthermore, when the number of targets is reached at an early stage, in order to raise enjoyableness and play nature and to desire viewing and listening to program termination, it is good to give a privilege to the purchaser who performed the lottery from the viewer (henceforth a purchaser) whom all orders received decided, and won the lottery just before program termination.

[0020] That is, a privilege is given, while choosing a successful candidate from all purchasers and notifying of that in a program with the successful candidate selection means 5. There are the approach of making the goods concerned no charge, the approach of discounting the goods concerned further, a method of presenting another goods, etc. in a privilege.

[0021] If an order is decided by the approach described above, settlement of goods price will be performed by the payment system 7. Settlement of accounts is completed by transmitting a member's individual humanity news registered into the member registration management tool 1 to a credit card company etc. as settlement-of-accounts information.

[0022] After settlement of accounts is completed by the payment system 7, goods dispatch directions are made by the goods dispatch means 8. That is, with the goods dispatch means 8, a member's individual humanity news registered into the member registration management tool 1 is transmitted to a manufacturer, and goods dispatch is directed. If the vender itself holds goods, it will become the gestalt which requests dispatch from a delivery contractor. Or if the goods price collection-of-money vicarious execution service (the so-called price exchange service) by the delivery contractor is used, said payment system will be omitted and settlement of accounts and goods dispatch will be performed to coincidence by only the goods dispatch directions by the goods dispatch means 8. Moreover, the goods dispatch means 8 is still more suitable if the vender or the purchaser has the function in which it can refer for a dispatch situation. Of course, settlement of accounts and goods dispatch may get mixed up. Thus, it has settlement of price, and arrival of goods and dealing between a vender and a purchaser is completed.

[0023] Other operation gestalten which start the selling system of this invention at drawing 4 are shown. 20 is a server system and consists of a mail server 21, the WWW server 22, a database server 23, a graph server 24, and a SSL server 25. 30 is the Internet and 31 is a broadcasting station.

[0024] A viewer accesses the server system 20 through the Internet 30 with a computer, a personal digital assistant, etc., and performs member registration. Through the WWW server 22 and the SSL server 25, the individual humanity news 41 is acquired and preservation management is carried out at a database server 23. Completion of member registration notifies a viewer of ID and a password 42 with a web top or an electronic mail.

[0025] A viewer is notified of the goods information 43 through a broadcasting station 31. A viewer is notified also of goods information 43' through the Internet 30 at coincidence. The goods information 43 and goods information 43' are the same contents, and a viewer gets to know goods information by viewing and listening to television, or accessing the Internet, and seeing the homepage of the WWW server 22. Goods information is notified also of the discount information according to the order-received number of cases as mentioned above at coincidence, although it is the prices of goods, concrete explanation of goods, order registration time amount, the order reception approach, terms of delivery, a delivery stage, etc. Moreover, at the time of target order-received achievement, it notifies also of the purport which makes goods price no charge by the lottery.

[0026] If a viewer has the goods which wish to purchase, he will connect with the server system 20 and will convey the purchase intention 44. The purchase intention 44 is transmitted by the electronic mail on a homepage. Counting of the order-received number of cases is carried out by the graph server 24, and it is notified of it by the approach same as the order-received situation 45 and 45' as the above-mentioned operation gestalt. Therefore, the viewer who wished to purchase memorizes an agitation to possibility that possibility that goods will be discounted, and a lottery will make no charge increasing, and experiences a kind of game feeling as the order-received number of cases approaches desired value. Moreover, if the early target order-received number of cases is attained, holding up the further target and increasing an order received will also be considered.

[0027] If the target order-received number of cases is attained, a lottery will be performed and the viewer who becomes no charge will be chosen. It is desirable to notify of the situation 47 of a lottery, i.e., successful candidate information, and 47' through a broadcasting station 31 and the Internet 30 as well as goods information. Moreover, it is certain if the mail server 21 notifies the purport and free successful candidate of order-received number-of-cases achievement of a target by E-mail for the viewer who stopped viewing and listening of a program on the way.

[0028] If a purchaser is determined, from the individual humanity news managed by the database server 23, the settlement-of-accounts information 46 will be sent to a credit card company, and settlement of accounts will be performed. Moreover, the goods dispatch request 48 is sent to a manufacturer. Consequently, goods 49 are sent to a viewer and dealing is completed. Moreover, as mentioned above, if

the price exchange service by the delivery contractor is used, a payment system will be omitted.

[0029] As mentioned above, although the gestalt broadcast as a program was mentioned as an example of the operation gestalt of the goods information notice means in this invention, the gestalt which notifies of information, such as a series of goods information and an order-received situation, as periodical (every [for example,] 30 minutes) commercial broadcast is also possible. Moreover, also on the website of the Internet which is not streaming broadcast, the gestalt which notifies of information, such as a series of goods information and an order-received situation, similarly is also possible.

Furthermore, the notice by the so-called banner advertising is also can also be carried out.

[0030] Moreover, in the communication link on the Internet other than member registration, it cannot be overemphasized that it is desirable to secrecy-ize information using encoding technology.

[0031] Therefore, the selling system using broadcast of this invention A means to notify a viewer of goods information by broadcast or the Internet, and a means to notify a viewer of the price according to an order received, It can consider as the configuration which includes at least a means to receive member registration from a viewer and to manage, a means to acquire the purchase intention of the goods of the member concerned concerned, a means to notify a viewer of an order-received situation, a means to settle a purchaser to price, and a means to ship goods to a purchaser.

[0032]

[Effect of the Invention] By notifying of cutting a price, if the selling system of this invention has the order received more than fixed numbers, possibility that goods can be purchased for free is given still more cheaply for a viewer, and a viewer's attractiveness to consumers is raised, and the program which exists a feeling of presence is sponsored. Without a vender receiving loss by superfluous discount, an fixed number of orders received can be secured, and many profits can be obtained as a result. Moreover, it is effective in sponsoring a program attractive for a broadcast entrepreneur.

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TECHNICAL FIELD

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PRIOR ART

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TECHNICAL PROBLEM

[Problem(s) to be Solved by the Invention] However, in such a selling system, since the order-received number of cases will not be released even if it notifies cutting a price if there is the order-received number of cases more than a certain fixed numbers in order that a vender may raise a viewer's attractiveness to consumers, it is unknown whether discount is actually made by the viewer and it is meaningless. Moreover, enjoyment is missing for one-way nature called broadcast, and since the viewer who finished the order does not need to view and listen to the TV shopping program concerned, audience rating maintenance serves as a technical problem for a broadcast entrepreneur. Moreover, for a vender or a manufacturer, reduction of the human and pocketbook cost at the time of an order order received and little sale of a risk serve as a technical problem.

[0004] The purpose of this invention is notifying of the current order-received number of cases at the same time it notifies of the discount conditions by the order-received number of cases in a TV shopping program, raises a viewer's attractiveness to consumers and is to provide a viewer with enjoyableness or play nature with presence. Moreover, it is in it being more cheap to a viewer, or providing him with possibility that goods can be purchased, for nothing, and providing a broadcast entrepreneur with a high program at an audience rating. Furthermore, since a vender can secure the fixed order-received number of cases, he can offer goods at a cheaper price and can also avoid risks, such as remainders.

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MEANS

[Means for Solving the Problem] A means to be a selling system using broadcast and to notify of goods information from a vender to a viewer wholeheartedly in this invention as a result of examination, A means to notify of the price according to the order-received number of cases of said goods, and a means to notify of the order-received situation of said goods, A means to receive member registration from said viewer and to manage, and a means to acquire the purchase intention of said goods from said member, The successful candidate was chosen from the purchase determinant, the applicable judge was announced, and the selling system using broadcast including a means to give an applicable judge a privilege, a means to settle the price of said goods, and a means to perform dispatch of said goods was adopted.

[0006] Therefore, it can view and listen to a TV shopping program (henceforth a program), and, as for a viewer, after goods purchase can enjoy a program to the last in the selling system using broadcast of this invention. Moreover, a vender can prevent loss by superfluous discount. An audience rating is maintainable in a broadcast entrepreneur till program termination.

[0007]

[Embodiment of the Invention] Hereafter, this invention is explained to a detail based on a drawing. Drawing 1 shows the example of 1 configuration of the selling system of this invention. drawing 1 -- setting -- 1 -- a member registration management tool and 2 -- for an order-received situation notice means and 5, as for an individual notice means and 7, a successful candidate selection means and 6 are [a goods information notice means and 3 / a purchase intention acquisition means and 4 / a payment system and 8] goods dispatch means.

[0008] The member registration management tool 1 is a means to receive member registration and to manage member information, in order to use the selling system beforehand applied to this invention. An applicant for membership connects with the website of the Internet which a vender establishes, and inputs own individual humanity news (a name, the address, the telephone number, the address of an electronic mail, credit card number, etc.). The member registration management tool 1 transmits ID and a password to the applicant for membership concerned at the same time it acquires and manages the individual humanity news concerned. The communication link using encoding technology, such as a server corresponding to SSL (Secure Sockets Layer), is suitable. In addition, always receiving is desirable even if reception of member registration is not among a program.

[0009] The goods information notice means 2 is a means by which a vender notifies a viewer of goods information and urges the purchase of the goods concerned into a program. The notice approach should just be an approach to which many viewers can view and listen to coincidence. For example, the broadcast not only the conventional television broadcasting but on cable television and the streaming broadcast by the Internet are sufficient. Therefore, the notice to the cellular phone which has an Internet connectivity function is also possible. Of course, free broadcast or charged broadcast is also available.

[0010] Goods information is the prices of goods, concrete explanation of goods, order registration time amount, the order reception approach, terms of delivery, a delivery stage, etc., and it becomes the reference works at the time of a viewer considering goods purchase. Furthermore, it is notified also of

discount information by the goods information notice means 2. Discount information is a purport which cuts a price, when an fixed number of orders received are attained. For example, when an order received of 500 desired value is attained by the goods whose selling price is 10000 yen, the purport which cuts a price to 5000 yen in the goods concerned is said. Moreover, when desired value is attained, it is also possible to notify of the purport which becomes no charge by the lottery.

[0011] The purchase intention acquisition means 3 is a means to acquire the intention of the goods purchase from a viewer. A viewer judges whether the above-mentioned goods information is seen and purchased. If there is a purchase intention, a viewer will transmit the intention to the purchase intention acquisition means 3 according to the above-mentioned order registration time amount and the order reception approach. counting of the order-received number of cases later mentioned although a telephone and facsimile with old instancy nature are sufficient as the transfer approach -- the approach of connecting to the Internet and performing with a homepage top or an electronic mail is desirable because of processing. That is, a viewer conveys delivery and a purchase intention for an electronic mail to the address which accesses the homepage of the Internet which a vender specifies or a vender specifies. However, although above-mentioned ID and an above-mentioned password are needed on the occasion of transfer of a purchase intention, into a program, member registration is possible and a purchase intention can be immediately transmitted after member registration also by the non-member.

[0012] In addition, a personal computer or a personal digital assistant is sufficient as the connection with the Internet from a viewer, and a cellular phone and PHS (both cellular phone and PHS are hereafter called cellular phone etc.) connectable with the Internet are also available for it. There are a service name "an I mode", a service name "EZweb", etc. in the approach of accessing the Internet with a cellular phone etc. Subscriber line telephone (for example, trade name "L mode") connectable with the so-called TV with Internet functions and the so-called Internet may be used.

[0013] The purchase intention acquisition means 3 carries out counting of the order received from a viewer, and transmits these enumerated data to the order-received situation notice means 4. The order-received situation notice means 4 notifies a viewer of a goods order-received situation in the real time mostly. As an approach of displaying a goods order-received situation, it is possible that the approach of dividing and displaying the approach and screen on which a telop is made to superimpose on a screen etc. displays on the cellular phone etc. and subscriber line telephone connectable with an approach or the above-mentioned Internet which are displayed on another browser screen in broadcast by the Internet etc. with television broadcasting. Drawing 2 is the example of the screen which shows the goods order-received situation in television broadcasting, and goods order-received situation 10a has notified of a trade name, desired value, and the present order-received number of cases among drawing. Or in order to appeal against a goods order-received situation visually, a bar graph display may be performed like goods order-received situation 11a of drawing 3. Of course, a pie chart etc. may be used instead of a bar graph.

[0014] The viewer who wished to purchase memorizes an agitation to possibility that possibility that goods will be discounted, and a lottery will make no charge increasing, and experiences a kind of game feeling as the order-received number of cases approaches desired value. While the viewer who has not received an order also senses the presence of a program, attractiveness to consumers is activated. The effectiveness that the order-received number of cases increases as a result is expectable.

[0015] Of course, the goods to sell may be plurality, one by one, in a program, notify a viewer of goods information or discount information, and should just receive an order received from a viewer. Moreover, when the order-received number of cases reaches desired value at an early stage, the approach of notifying of the discount information which hung up the number of targets further with the goods information notice means 2 is also possible, and increase of sales quantity is expected.

[0016] Although order reception by the purchase intention acquisition means 3 is usually in program broadcasting hours, it may be extended after program termination. What is necessary is just to notify with the goods information notice means 2 clearly in advance. In any case, if order registration is completed, it will become clear whether the order-received number of cases reached desired value immediately. That, it is notified during broadcast or after broadcast. If it is a regular assortment, after

program termination will receive an order, and in a next program, if it notifies of whether desired value was reached, it will contribute also to audience rating maintenance.

[0017] When the order-received number of cases reaches desired value, while that broadcasts, it is notified after broadcast. The notice under broadcast is performed by the goods information notice means 2. The notice after broadcast is performed by the individual notice means 6. Although the individual notice means 6 can consider facsimile, a telephone, a website, an electronic mail, etc., a website and an electronic mail are suitable for it.

[0018] Also when the order-received number of cases does not reach desired value, it is notified of that by the same approach. In this case, whether it sells at a price of the beginning or sale is stopped pose a problem. As for which is performed, it is desirable to notify with the goods information notice means 2 with goods information in advance. Or it is also possible to entrust a viewer's intention at the time of an order received. That is, it is desirable to ask a viewer about whether ask [or] it whether it purchases, even when the number of targets is not reached at the time of order reception to a viewer, and it purchases with the individual notice means 6. If it does in this way, the situation where goods cannot be sold at all is avoidable.

[0019] Thus, also after a viewer places an order, he can experience game feeling and can enjoy a program. Furthermore, when the number of targets is reached at an early stage, in order to raise enjoyableness and play nature and to desire viewing and listening to program termination, it is good to give a privilege to the purchaser who performed the lottery from the viewer (henceforth a purchaser) whom all orders received decided, and won the lottery just before program termination.

[0020] That is, a privilege is given, while choosing a successful candidate from all purchasers and notifying of that in a program with the successful candidate selection means 5. There are the approach of making the goods concerned no charge, the approach of discounting the goods concerned further, a method of presenting another goods, etc. in a privilege.

[0021] If an order is decided by the approach described above, settlement of goods price will be performed by the payment system 7. Settlement of accounts is completed by transmitting a member's individual humanity news registered into the member registration management tool 1 to a credit card company etc. as settlement-of-accounts information.

[0022] After settlement of accounts is completed by the payment system 7, goods dispatch directions are made by the goods dispatch means 8. That is, with the goods dispatch means 8, a member's individual humanity news registered into the member registration management tool 1 is transmitted to a manufacturer, and goods dispatch is directed. If the vender itself holds goods, it will become the gestalt which requests dispatch from a delivery contractor. Or if the goods price collection-of-money vicarious execution service (the so-called price exchange service) by the delivery contractor is used, said payment system will be omitted and settlement of accounts and goods dispatch will be performed to coincidence by only the goods dispatch directions by the goods dispatch means 8. Moreover, the goods dispatch means 8 is still more suitable if the vender or the purchaser has the function in which it can refer for a dispatch situation. Of course, settlement of accounts and goods dispatch may get mixed up. Thus, it has settlement of price, and arrival of goods and dealing between a vender and a purchaser is completed.

[0023] Other operation gestalten which start the selling system of this invention at drawing 4 are shown. 20 is a server system and consists of a mail server 21, the WWW server 22, a database server 23, a graph server 24, and a SSL server 25. 30 is the Internet and 31 is a broadcasting station.

[0024] A viewer accesses the server system 20 through the Internet 30 with a computer, a personal digital assistant, etc., and performs member registration. Through the WWW server 22 and the SSL server 25, the individual humanity news 41 is acquired and preservation management is carried out at a database server 23. Completion of member registration notifies a viewer of ID and a password 42 with a web top or an electronic mail.

[0025] A viewer is notified of the goods information 43 through a broadcasting station 31. A viewer is notified also of goods information 43' through the Internet 30 at coincidence. The goods information 43 and goods information 43' are the same contents, and a viewer gets to know goods information by viewing and listening to television, or accessing the Internet, and seeing the homepage of the WWW

server 22. Goods information is notified also of the discount information according to the order-received number of cases as mentioned above at coincidence, although it is the prices of goods, concrete explanation of goods, order registration time amount, the order reception approach, terms of delivery, a delivery stage, etc. Moreover, at the time of target order-received achievement, it notifies also of the purport which makes goods price no charge by the lottery.

[0026] If a viewer has the goods which wish to purchase, he will connect with the server system 20 and will convey the purchase intention 44. The purchase intention 44 is transmitted by the electronic mail on a homepage. Counting of the order-received number of cases is carried out by the graph server 24, and it is notified of it by the approach same as the order-received situation 45 and 45' as the above-mentioned operation gestalt. Therefore, the viewer who wished to purchase memorizes an agitation to possibility that possibility that goods will be discounted, and a lottery will make no charge increasing, and experiences a kind of game feeling as the order-received number of cases approaches desired value. Moreover, if the early target order-received number of cases is attained, holding up the further target and increasing an order received will also be considered.

[0027] If the target order-received number of cases is attained, a lottery will be performed and the viewer who becomes no charge will be chosen. It is desirable to notify of the situation 47 of a lottery, i.e., successful candidate information, and 47' through a broadcasting station 31 and the Internet 30 as well as goods information. Moreover, it is certain if the mail server 21 notifies the purport and free successful candidate of order-received number-of-cases achievement of a target by E-mail for the viewer who stopped viewing and listening of a program on the way.

[0028] If a purchaser is determined, from the individual humanity news managed by the database server 23, the settlement-of-accounts information 46 will be sent to a credit card company, and settlement of accounts will be performed. Moreover, the goods dispatch request 48 is sent to a manufacturer. Consequently, goods 49 are sent to a viewer and dealing is completed. Moreover, as mentioned above, if the price exchange service by the delivery contractor is used, a payment system will be omitted.

[0029] As mentioned above, although the gestalt broadcast as a program was mentioned as an example of the operation gestalt of the goods information notice means in this invention, the gestalt which notifies of information, such as a series of goods information and an order-received situation, as periodical (every [for example,] 30 minutes) commercial broadcast is also possible. Moreover, also on the website of the Internet which is not streaming broadcast, the gestalt which notifies of information, such as a series of goods information and an order-received situation, similarly is also possible. Furthermore, the notice by the so-called banner advertising is also can also be carried out.

[0030] Moreover, in the communication link on the Internet other than member registration, it cannot be overemphasized that it is desirable to secrecy-ize information using encoding technology.

[0031] Therefore, the selling system using broadcast of this invention A means to notify a viewer of goods information by broadcast or the Internet, and a means to notify a viewer of the price according to an order received, It can consider as the configuration which includes at least a means to receive member registration from a viewer and to manage, a means to acquire the purchase intention of the goods of the member concerned concerned, a means to notify a viewer of an order-received situation, a means to settle a purchaser to price, and a means to ship goods to a purchaser.

[Translation done.]

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DESCRIPTION OF DRAWINGS

[Brief Description of the Drawings]

[Drawing 1] It is drawing showing the example of 1 configuration of the system of this invention.

[Drawing 2] It is the example of the screen which shows the goods order-received situation.

[Drawing 3] They are other examples of the screen which shows the goods order-received situation.

[Drawing 4] It is drawing showing other examples of a configuration of the system of this invention.

[Description of Notations]

1 Member Registration Management Tool

2 Goods Information Notice Means

3 Purchase Intention Acquisition Means

4 Order-Received Situation Notice Means

5 Successful Candidate Selection Means

6 Individual Notice Means

7 Payment System

8 Goods Dispatch Means

10 11 Screen in a program

10a, 11a Goods order-received situation

10b, 11b Goods information

20 Server System

21 Mail Server

22 WWW Server

23 Database Server

24 Graph Server

25 SSL Server

30 Internet

31 Broadcasting Station

41 Individual Humanity News

42 ID and Password

43 43' Goods information

44 Purchase Intention

45 45' Order-Received Situation

46 Settlement-of-Accounts Information

47 47' Successful candidate information

48 Goods Dispatch Request

49 Goods

[Translation done.]

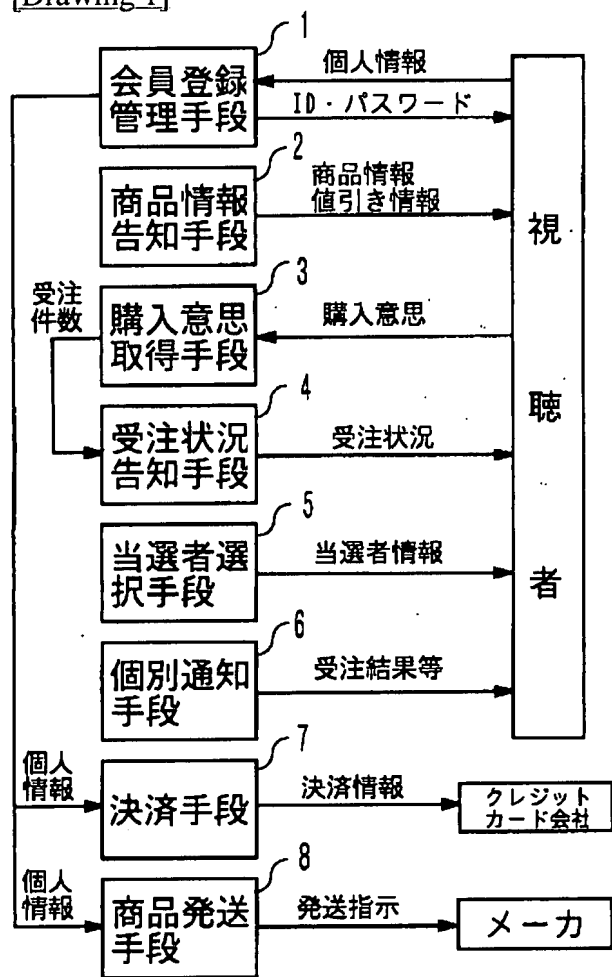
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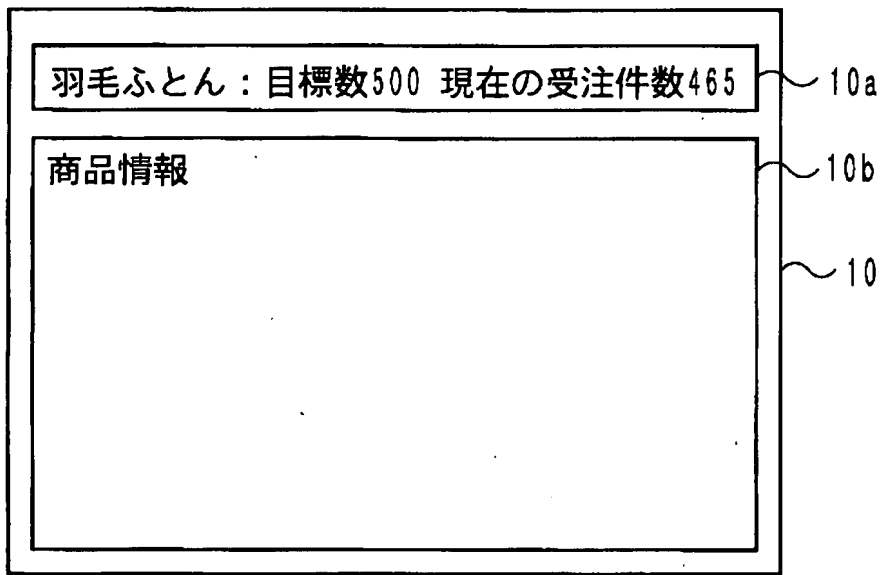
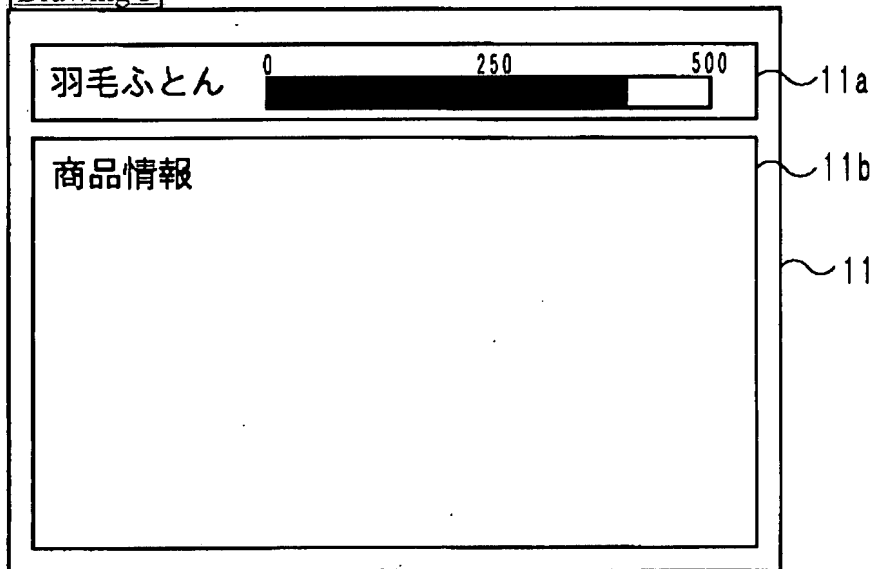
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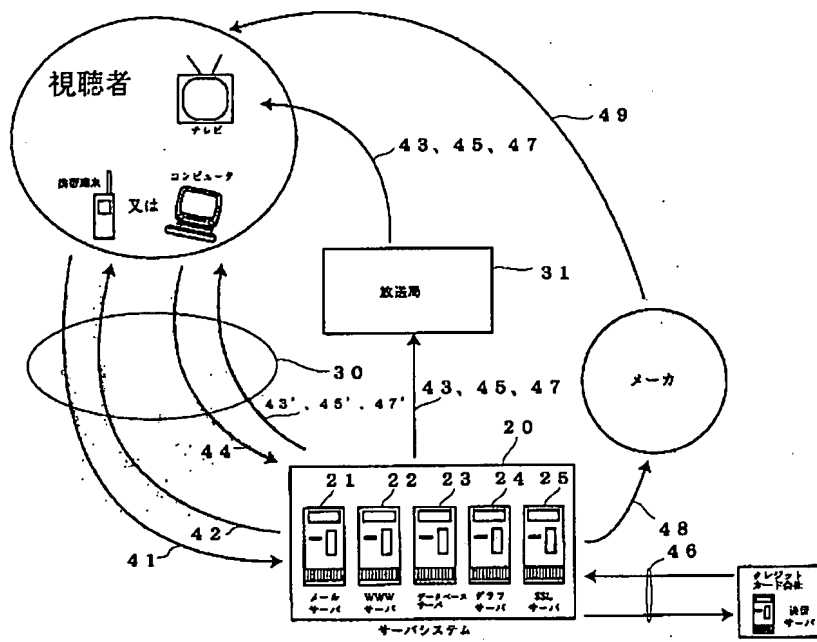
DRAWINGS

[Drawing 1]



[Drawing 2]

[Drawing 3][Drawing 4]



[Translation done.]